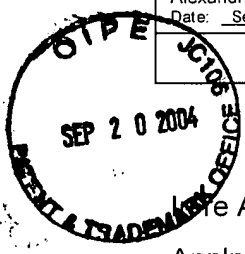


2178
[Signature]

CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:
 Date: September 16, 2004 Name: James P. Naughton, Reg. No. 30,665 Signature: *James P. Naughton*

**BRINKS
 HOFER
 GILSON
 & LIONE**



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Appln. of: **McELFRESH et al.**
 Appln. No.: **09/285,929**
 Filed: **April 2, 1999**
 For: **METHOD AND SYSTEM FOR OPTIMUM
 PLACEMENT OF ADVERTISEMENTS ON
 A WEB PAGE**

Examiner: **S.S. Hong**
 Art Unit: **2178**

Attorney Docket No: **9623/418**

Mail Stop Amendment
 Commissioner for Patents
 P. O. Box 1450
 Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Response
- ☒ Return Receipt Postcard

Fee calculation:

- ☒ No additional fee is required.
- ☐ Small Entity.
- ☐ An extension fee in an amount of \$_____ for a _____-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ A petition or processing fee in an amount of \$_____ under 37 C.F.R. § 1.17(_____).
- ☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$9=			x \$18=	
Indep.		Minus			x 43=			x \$86=	
First Presentation of Multiple Dep. Claim					+\$145=			+\$290=	
					Total	\$		Total	\$

Fee payment:

- ☐ A check in the amount of \$_____ is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____. A copy of this Transmittal is enclosed for this purpose.
- ☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

September 16, 2004
 Date

Respectfully submitted,

James P. Naughton
 James P. Naughton (Reg. No. 30,665)

I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, as first class mail in an envelope addressed to:

Mail Stop Amendment, Commissioner for Patents
P.O. Box 1450

Alexandria, VA 22313-1450

on September 16, 2004

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of applicant, assignee or
Registered Representative

James P. Naughton
Signature

September 16, 2004

Date of Signature

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh et al.

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR
OPTIMUM PLACEMENT OF
ADVERTISEMENTS ON A WEB
PAGE

Examiner: Stephen S. Hong

Group Art Unit No.: 2178

RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper is timely filed on September 16, 2004 in response to the non-final Office Action dated June 18, 2004. Applicants request reconsideration of this application in view of the following remarks.